What is claimed is:

1.   A method for selecting products that occurs over a
networked computer system comprises:
        sending a user a web page that contains questions that
request preferences for scales that correspond to aesthetic
features of products:
        receiving from a user, a set of responses from the
questions that correspond to aesthetic features of products, to
produce a profile preferences for scales that correspond to
aesthetic features of products.

2.   The method of claim 1 further comprising:
        compiling an aesthetic profile tag for the user based
on the received responses for the preferences for the scales.

3.   The method of claim 1 further comprising:
        retrieving a product aesthetic tag associated with a
particular product type selected by the user, the product
aesthetic tag representing aesthetic features of the product;
        forming a result tag that contains a value
corresponding to how well aesthetic features of the product match
to aesthetic preferences of the customer.

4.   The method of claim 1 wherein the user is presented
with a graphical user interface that contains questions that
illicit the information from the user.

5.   The method of claim 1 wherein the user is present with
a graphical user interface that is a web page.

1   6.   The method of claim 5 wherein web page includes a

2   control for the user to enter a value corresponding to how the

3   user rates the importance of the scale.

1   7.   The method of claim 5 wherein the web page includes a

2   control that when selected by the user displays a picture of an

3   item that embodies the scale.

1   8.   The method of claim 5 wherein the web page includes a

2   description of each of the scales.

1   9.   The method of claim 5 wherein the web page includes a

2   first control for the user to enter a value corresponding to how

3   the user rates the importance of the scale; a second control that

4   when selected by the user displays a picture of an item that

5   embodies the scale, and a description of each of the scales

1   10.   A method of producing an aesthetic profile tag for a

2   user comprises:

3   entering preferences in a plurality of attribute

4   scales, said attribute scales providing textual indications of

5   aesthetic features preferred by a user.

1   11.   The method of claim 10 wherein the aesthetic features

2   include at least one of form, material, decoration, overall

3   appearance, and novelty.

1   12.   The method of claim 10 wherein each scale is further

2   divided into three levels.

13.   A computer program product for selecting products, said

2   computer program product residing on a computer readable medium

3   comprises instructions for causing a computer to:

4   receive from a user responses for preferences for

5   scales that correspond to aesthetic features of products, wherein

6   the computer program product produces a graphical user interface

7   that contains questions that illicit the information from the

8   user.

1   14.   The computer program product of claim 13 further

2   comprising instructions to:

3   compile an aesthetic profile tag for the user based on

4   the received responses for the scales.

1   15.   A system for selecting products, said system

2   comprising:

3   a computer;

4   a computer program product residing on a computer

5   readable medium comprises instructions for causing a computer to:

6   receive from a user responses for preferences for

7   scales that correspond to aesthetic features of products, wherein

8   the computer program product produces a graphical user interface

9   that contains questions that illicit the information from the

10   user.

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